

FIVE REASONS TO BRAND YOUR CALLS

Protect Your Brand and Increase Revenue by Reenergizing the Call Experience

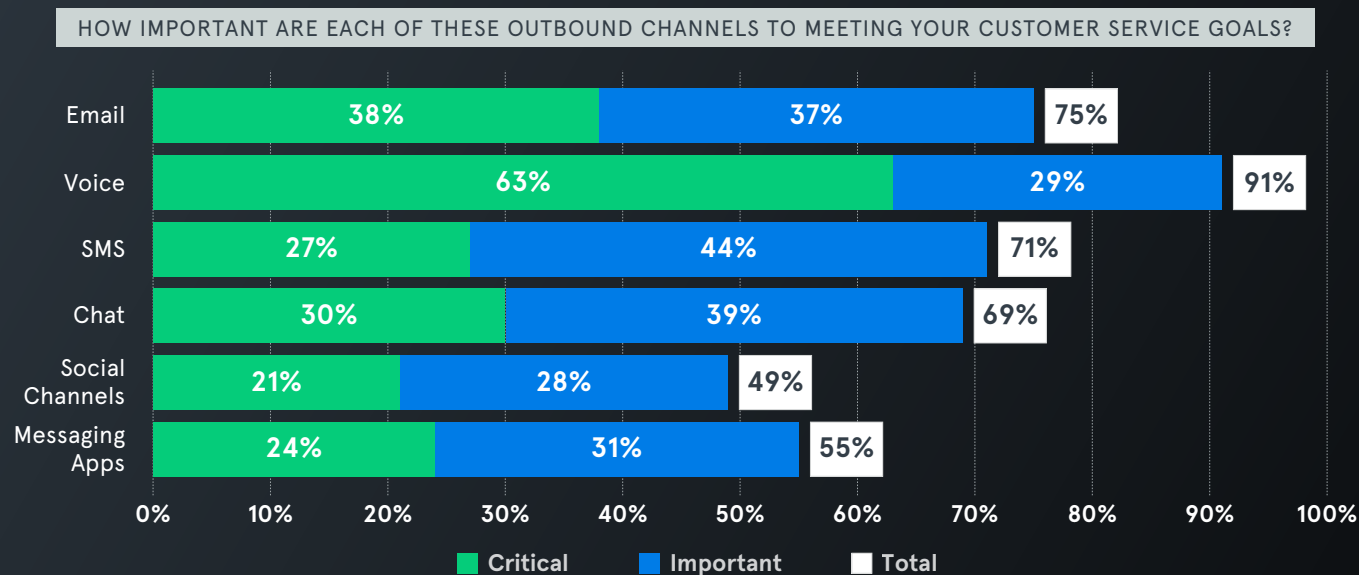
Table of Contents

Introduction	03
Customers Don't Trust The Phone	04
Impacts of Negative Call Experiences	05
Branded Calling to the Rescue	06
Five Reasons to Implement Branded Call Display	08
Reason #1: Increase Answer Rates	09
Reason #2: Reverse Revenue Loss – Continuously!	11
Reason #3: Cut Costs	13
Reason #4: Promote and Protect Your Brand	14
Reason #5: Provide a Consistent Omnichannel Experience	15
BCD Is Part of Our Trusted Call Solutions Suite	17
Learn More	18

As shown by multiple research studies, phone calls continue to be a popular and necessary communications channel for enterprises who want to reach customers. According to Omdia Research, in their recent report, *Rebuilding Trust in Calls, 2021*:

83% of respondents said phone calls remain an important way to reach customers

Forrester Consulting, in their report, *Why Customers Won't Take Your Calls*, notes that outbound calling is used for high-priority customer interactions because interactions that take place over the channel are more important. They are typically escalation points for complex issues and provide moments to connect with customers and nurture relationships.



Source: Forrester, *Why Customers Won't Take Your Calls*, 2019

“... enterprises need to avoid viewing the call experiences of their customers in isolation. Instead they have to see them as one part of a unified omnichannel customer experience.

To deliver this, enterprises need consistency across the omnichannel customer experience, with integrated voice and digital channels.”

– Omdia Research Report

Customers Don't Trust the Phone

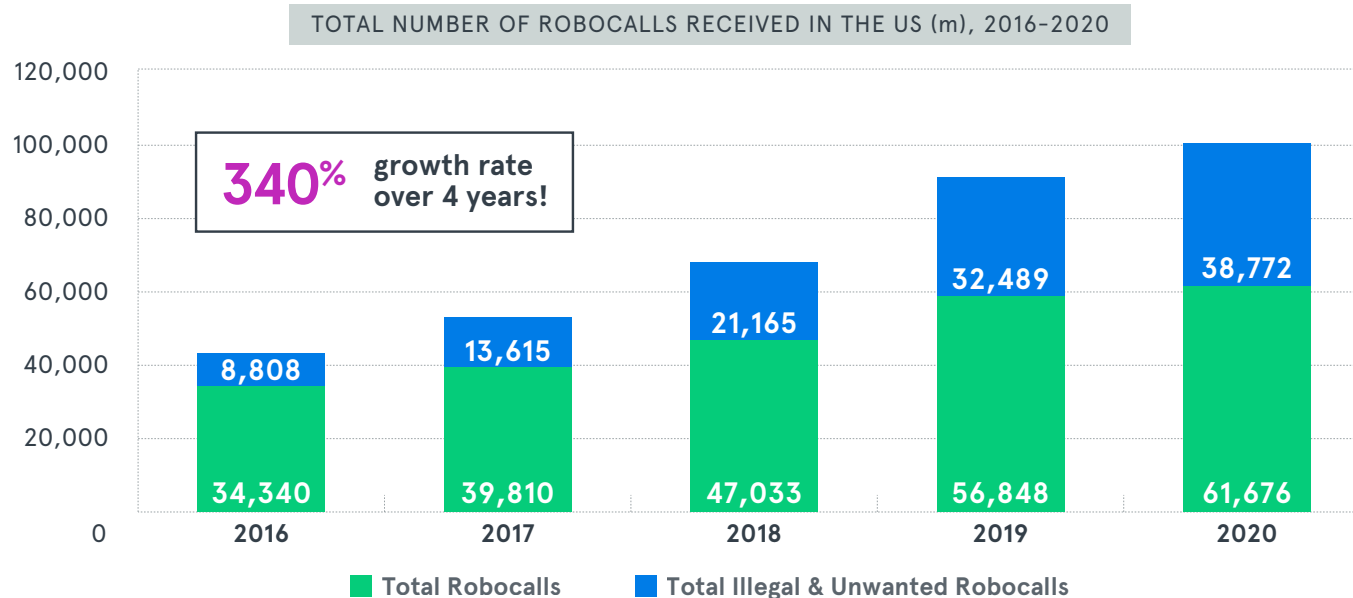
But, close to 90% of calls to customers go unanswered because customers don't know who's calling so they don't answer the phone.

The consequences of unanswered calls include a poor omnichannel experience, decreased revenues, lost customers, increased costs, and more.

A recent whitepaper by Juniper Research, [*Brand Authentication and Call Experience Management, 2021*](#), shows the massive increase in robocalls in the U.S.—340 percent in just over four years, and the far-reaching impacts of the resulting negative call experience.



But **88%** of consumers don't answer when they can't be sure who is calling



And **75%** of enterprises report losing more than 10% revenue as a result of negative call experiences

Impacts of Negative Call Experiences

Brands & Enterprises



Reduced
contact rates



Consumer
complaints



Damage to brand
reputation*

Customers



Damage to consumer
confidence



Wasted time on
illegal robocalling



Vulnerability to further
fraudulent activities

*Also impacts operators

Branded Calling to the Rescue

Branded calling lets users add context to the mobile display including logo, location, reason for the call and more.

[Branded Call Display](#) (BCD), a solution by Neustar, a TransUnion company, empowers customers with the information they need to decide if they want to answer. With BCD, you:

Let them know who's calling.

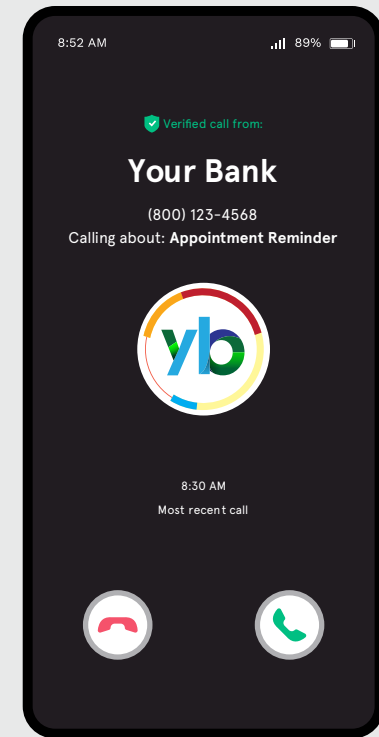
- Share your business name, logo, brand colors and images.
- Personalize your calls and promote your brand by adding logo, location, and even department.

Let them know why you're calling.

- Add details about the purpose of your call with a custom message.
- When customers know the reason for your call, they're more likely to answer.

Assure them it's really you.

- Display verification that the call has not been spoofed.
- Protect your brand reputation by assuring customers the call has been verified with STIR/SHAKEN, and can be trusted.



Empower customers with context: Share business name, logo, social media links, and reason for the call so they decide if they want to pick up.

Call Experience Management Solution Benefits By Stakeholder

BRANDS AND ENTERPRISES	MOBILE NETWORK CARRIERS	CONSUMERS
<ul style="list-style-type: none">▪ Increasing customer answer rates▪ Enhanced brand recognition▪ Greater customer experiences	<ul style="list-style-type: none">▪ Minimize time spent resolving robocall complaints▪ Greater customer experiences▪ Prevent fraudulent and unwanted calls	<ul style="list-style-type: none">▪ Fewer instances of nuisance calls▪ Enhanced levels of brand trust▪ Reduced vulnerability to fraudulent activity

“Whilst the value of outbound voice communication cannot be understated for brands, solutions that enable great authentication and trust amongst consumers will be critical to maximizing the value proposition for all stakeholders...”

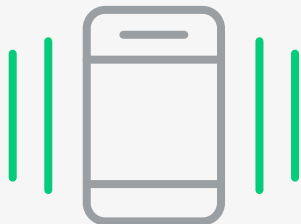
- Juniper 2021 whitepaper, [Brand Authentication and Call Experience Management](#)

**We've outlined five good reasons
for your enterprise to implement
Branded Call Display (BCD).**

REASON 1

Increase Answer Rates

Make sure legitimate calls don't get tagged as spam, or blocked.



To communicate with customers, first, you must be able to reach them. Robocalls, scams and fraud are top of mind for customers. And, wrongful call tagging and blocking adds to that problem. When legitimate calls are deemed suspicious and marked as "spam", most of us ignore the call.

A recent Omdia survey, [Rebuilding Trust in the Phone, 2021](#), shows:

90%

said more than 20% of their outbound calls were blocked

82%

said more than 20% of calls were mislabeled as spam

86%

are very or extremely concerned the problem is only going to get worse

When calls are tagged correctly, fewer calls get marked as spam or blocked. [Neustar Trusted Call Solutions suite](#), which includes Branded Call Display (BCD) has been proven to decrease spam complaints by 90 to 100 percent.

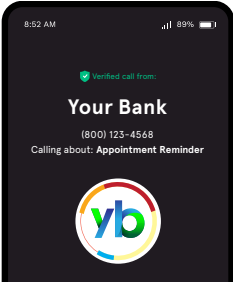

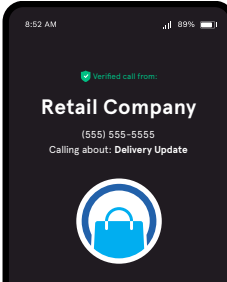
90% – 100%

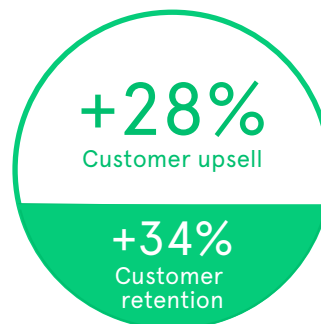
decrease in spam complaints

Source: New Technology: The Projected Total Economic Impact™ Of Neustar Trusted Call Solutions Forrester, 2020. [Read the full study.](#)

REASON 1 CONTINUED

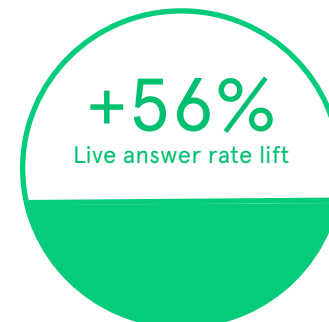
The Benefits of Branded Calling Can Be Seen Across Use Case and Industry

		
INDUSTRY	ANSWER RATE IMPROVEMENT	
Financial Lender	34%	
Insurance Provider	34%	
National Retailer	65%	
Opinions & Survey	56%	
Rideshare Service	30%	



Financial Services Co.
Live answer rate KPI improvements compared to baseline

Market Research Co.
Live answer rate KPI improvements compared to baseline



Automotive Communications Co.
Live answer rate KPI improvements compared to baseline

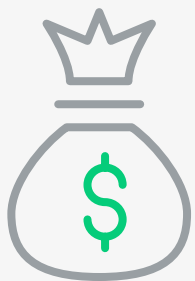
Businesses can improve answer rates by up to **56%** with Branded Call Display (BCD)!

Source: [Branded Calling Solutions - A New Revenue-Generating Opportunity for Telecoms Operators](#), Analysys Mason 2021

REASON 2

Reverse Revenue Loss – Continuously

Increase incremental income by improving the customer experience with branded calling.



Proactively safeguarding your brand reputation, and ensuring calls reach customers has added benefits. An enhanced customer experience can bring in new customers, lead to higher upsell potential and increase revenue. Quantified benefits of Trusted Call Solutions, including Branded Call Display (BCD) helps you reverse revenue loss and increase income and ROI.

Address the root cause to increase revenues!

The results of a recent Omdia study, Rebuilding Trust in Calls, 2021, are striking in that the vast majority of **respondents reported significant loss of revenue** over the last six to 12 months due to call blocking or mis-tagging. The impact is even greater over the last six months, with 50% of respondents saying revenue declined 11–20% during that time; 25% reporting a decline of 0–10%; and 22% saying revenue declined 21–30%.

A good CX = more revenues.

Fostering customer loyalty means making it easy to do business with your enterprise. According to a recent Forrester study, ["The ROI of CX Transformation,"](#) improving a company's average CX Index Score by just one point can lead to anywhere from \$0.50 to \$120 in incremental revenue per customer, depending on the industry.

REASON 2 CONTINUED

Improving CX by 1% Can Lead to Significant Additional Revenue

		Annual incremental revenue per customer	x	Average number of customers per company	=	Annual incremental revenue per company
	Auto manufacturers (mass market)	\$58.96	x	18 million	=	\$1.1 billion
	Retailers (general retail)	\$5.23	x	100 million	=	\$523 million
	Hotels (upscale)	\$8.22	x	44 million	=	\$262 million
	Auto/home insurers	\$14.15	x	15 million	=	\$212 million
	Airlines	\$3.92	x	48 million	=	\$188 million
	Hotels (midscale)	\$4.02	x	30 million	=	\$121 million
	Banks (multichannel)	\$7.36	x	15 million	=	\$110 million
	Auto manufacturers (luxury)	\$117.80	x	350,000	=	\$ 41 million
	Credit card insurers	\$0.57	x	61 million	=	\$35 million
	Banks (direct)	\$8.51	x	31 million	=	\$26 million

Base: 97,931 US online consumers (18+) who interacted with a specific brand within the past 12 months
Source: Forrester Analytics Customer Experience Index Online Survey, US Consumers 2020

Increased revenue | Reduced churn | Higher cross-sell and upsell | More new customers | Decreased cost to serve customers | Overall increased ROI

In their report, *New Technology: The Projected Total Economic Impact™ Of Neustar Trusted Call Solutions*, Forrester also noted that use of Branded Call Display (BCD) was proven to help enterprises increase incremental income by 28 to 32 percent.

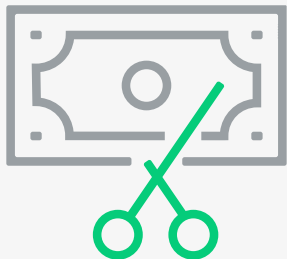
28% – 32%
increase in incremental
income attributable
to Neustar Branded
Call Display

Sources: *New Technology: The Projected Total Economic Impact™ Of Neustar Trusted Call Solutions* Forrester, 2020.
[Read the full study.](#)

REASON 3

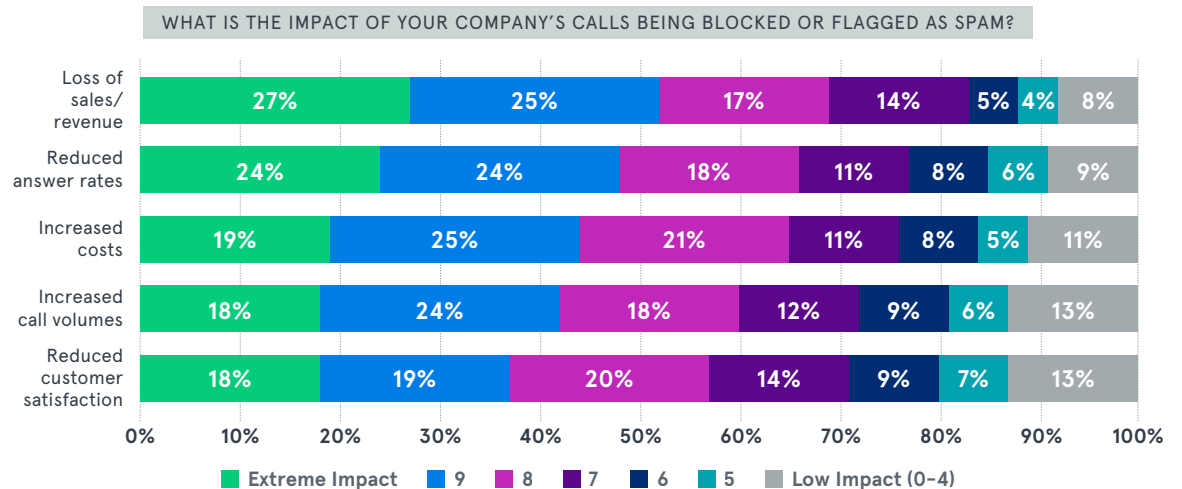
Cut Costs

Improving answer rates reduces phone tag, cutting costs.



Enterprises spend a lot of time and money on callbacks and playing phone tag to reach customers, because they won't answer the phone unless they know who's calling. Many times, it's due to calls being marked as spam.

When asked about the impact of calls are blocked or flagged as spam, Respondents in the recent Omdia study, *Rebuilding Trust in Calls, 2021*, listed increased costs after loss of sales/revenues and reduced answer rates when asked about the impact of their calls being wrongly blocked or flagged as spam.



Source: [Rebuilding Trust in Calls, 2021](#), Omdia

REASON 4

Promote and Protect Your Brand

Protect your brand reputation by preventing spoofers from using your brand name and improve customer engagement.



Companies today can't afford to be reckless with their reputation. [Over 60% of enterprises](#) surveyed in the Forrester study, *Why Customers Won't Take Your Calls*, said outbound calling is critical for meeting customer service goals.

Phone calls are also an important way to convey brand value to the consumer as they establish trust and build brand loyalty.

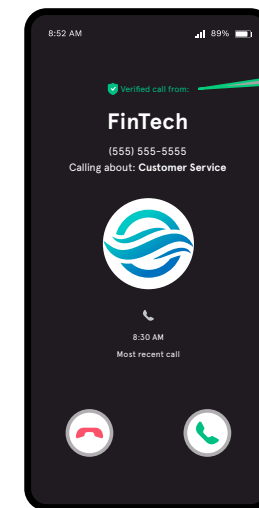
Every Neustar branded call is verified with STIR/SHAKEN call authentication—and can be trusted. So, spoofers can't hijack your brand, or tarnish your hard-earned reputation.

STIR/SHAKEN is the technology mandated by the FCC to protect against spoofing. We wrote it.

- Neustar co-wrote the STIR standard, operates the industry Robocalling Testbed, and is the leading STIR/SHAKEN provider to carriers
- Certification Authority (STI-CA)
- Policy Administrator (STI-PA) and Certification Authority (STI-CA)

Now, we enable enterprises to sign their own calls, with the highest level of attestation.

Visit the [STIR/SHAKEN Resource Hub](#) to learn more.



VERIFIED CALL

The checkmark assures users that the call has been certified end-to-end, and your phone number has not been spoofed.

REASON 5

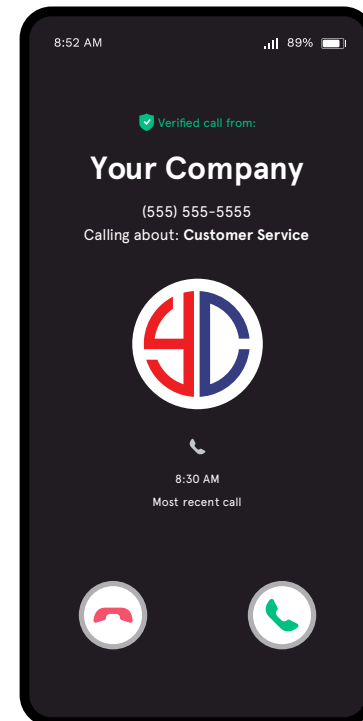
Provide a Consistent Omnichannel Experience

Retain more customers with a modern, digital approach.



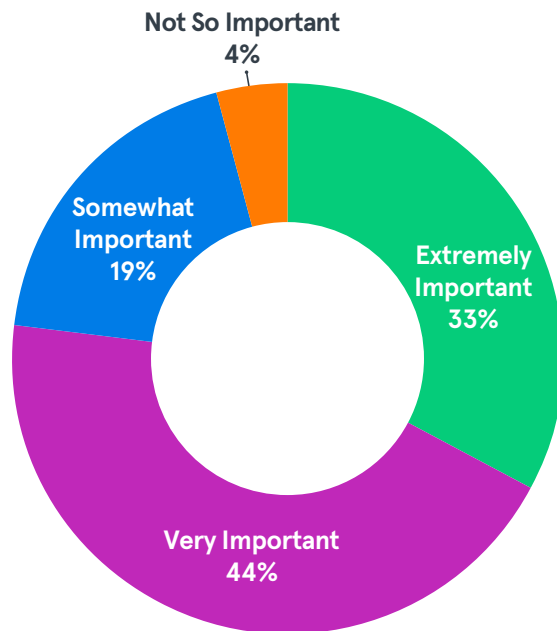
Why shouldn't phone calls match your other digital channels? Businesses make continual adjustments to offer more positive, engaging and streamlined digital interactions. However, there's a component of the customer experience that has been largely neglected – the phone call.

When your calls are consistent across the omnichannel experience, you'll resolve customer conflicts faster, and improve brand loyalty. With Neustar's branded calling, you'll quickly scale that experience across carriers and devices.



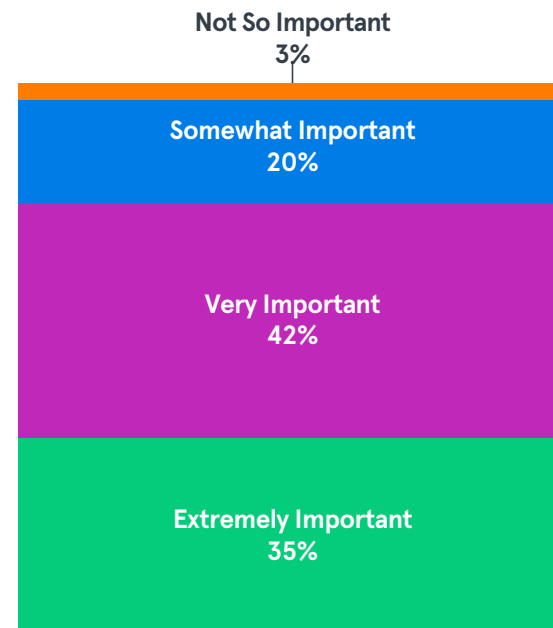
Findings from the recent Omdia survey, [*Rebuilding Trust in Calls, 2021*](#), support the need for a consistent omnichannel experience:

HOW IMPORTANT IS IT THAT YOUR CUSTOMERS' CALL EXPERIENCE IS ALIGNED WITH THEIR OVERALL OMNICHANNEL JOURNEY, INCLUDING DIGITAL EXPERIENCES?



96%
say it's important to align
call experience with
omnichannel journey

HOW IMPORTANT DO YOU DEEM YOUR CUSTOMERS' CALL EXPERIENCE TO YOUR COMPANY'S OVERALL BRAND PERCEPTION?



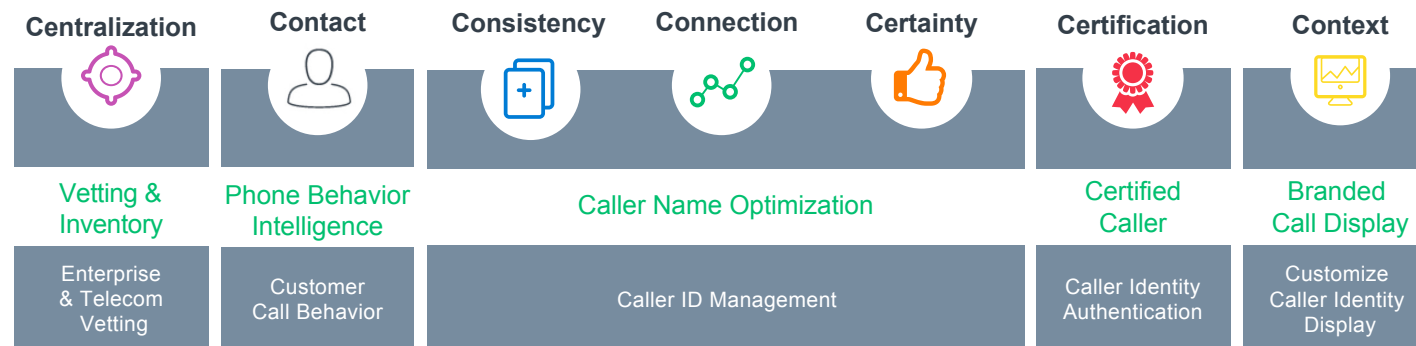
97%
deem the call
experience important

BCD is Part of Our Trusted Call Solutions Suite

When you choose Branded Call Display (BCD), you benefit from our integrated, comprehensive, market-leading suite of Caller ID solutions for mobile and landline. Visit our Trusted Call Resource Center to learn about the seven-step journey our industry experts developed to help you optimize outbound call operations, increase contact rates, improve the customer experience, and protect your brand reputation.

7 Steps to Deliver a Trusted Call Experience

No matter what stage of the journey you are in, Neustar's suite of market-leading integrated solutions can help.



To learn more about Branded Call Display, visit home.neustar/bcd.

Learn More.

Learn how **Branded Call Display (BCD)** – part of our **Trusted Call Solutions suite** – and our experts – can help you get calls answered, reverse revenue loss, and protect your brand.